

## AGENDA BILL

Beaverton City Council  
Beaverton, Oregon

**SUBJECT:** Contract Award – Target Industry  
Identification/Opportunities  
Analysis and Transfer Resolution

**FOR AGENDA OF:** 2-22-10 **BILL NO:** 10044

**Mayor's Approval:** Denny Daryl

**DEPARTMENT OF ORIGIN:** Business Dev. Services

**DATE SUBMITTED:** 2-19-10

**CLEARANCES:**

Bus. Dev. Srv. [Signature]  
Finance [Signature]  
Purchasing [Signature]  
City Attorney MR  
Asst. to Mayor [Signature]

**PROCEEDING:** Presentation/Action Item(Contract  
Review Board)

**EXHIBITS:** 1. Transfer Resolution  
2. Evaluation Matrix/Scoring  
Sheet

### BUDGET IMPACT

EXPENDITURE	AMOUNT	APPROPRIATION
REQUIRED \$73,296	BUDGETED \$40,000*	REQUIRED \$33,296*

\*Account Number 001-10-0645-511 General Fund – Business Development Services – Professional Services Account. The \$33,296 additional appropriation is available from the General Fund's Contingency Account and can be established through the attached Transfer Resolution.

### RECOMMENDED ACTION:

Council, acting as the Contract Review Board:

1. Award a contract not to exceed \$73,296 to Chabin Concepts, Inc., of Chico, California, for implementation and development of a Target Industry Identification/Opportunity Analysis; the contract to be in a form approved by the City Attorney.
2. Approve the attached Transfer Resolution that will provide the necessary appropriation for the project.

### HISTORICAL PERSPECTIVE:

The current City administration is committed to changing perceptions regarding the City's business climate and rebranding Beaverton as a community with excellent environments for both residents and businesses.

The City is nearing completion of a two-year community visioning process. Input from residents, businesses, and others has been collected and compiled. One objective of this process is to develop a final document that addresses what Beaverton should look like in 2050 and to incorporate that data into a civic plan for the community.

Related and closely tied to supporting the visioning process and developing a civic plan, is the City's need to evaluate community assets and resources to match Beaverton's site location strengths to industry location requirements and demand patterns.

Such an evaluation is carried out through a targeted industry analysis, which is a tool that provides the foundation for the creation of strategies to create a healthy economy that supports existing businesses, incubates new business ventures, provides quality jobs and adapts to changing

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market conditions. A targeted industry analysis is critical in developing a strategy targeted to encourage new economic investments by existing and potentially relocating businesses. A targeted industry analysis is also critical to the development of a long term strategy to retain existing business and attract new business investment in Beaverton.

**INFORMATION FOR CONSIDERATION:**

Staff prepared a Request for Proposal (RFP) for Target Industry Identification/Opportunity Analysis. The RFP was advertised in the *Daily Journal of Commerce* on December 16, 2009, with a bid response due date of January 29, 2010. The City received fifteen proposals. All proposals were evaluated for experience in industry analysis, industrial/commercial site location analysis, business attraction plan development, relevant experience of the team members assigned to the project, and references.

The RFP scope of work outlined the anticipated consultant tasks and responsibilities. The purpose of this target industry analysis is to help the City of Beaverton and its partners develop a policy framework and business plan for long-term economic growth. The end result of this project will be an executable strategy to retain existing businesses and attract new business investments while differentiating Beaverton within the Portland Metro region.

Based upon the proposal evaluation, the top ranking firm (based on a total possible score of 256 points, see Exhibit 1) is Chabin Concepts, Inc., of Chico, California. The firm had a total aggregate score of 235 points. The total cost of its proposal is \$73,296.

Fourteen of the fifteen respondents proposed a budget that exceeded the \$40,000 budgeted for consultant services in FY 2009-2010. Chabin's budget was below the median of the budgets proposed by the respondents. Chabin's proposal consists of five major components. The deliverables include: 1) Historic Industry Trends Analysis; 2) Competitiveness Corporate Location Assessment; 3) Target Industry Analysis and Recommended Target Industry Sectors by NAICS (North American Industry Classification System) Code; 4) Economic Development Roadmap/Strategic Plan and Action Steps; and 5) a Plan Implementation Guide.

In terms of experience, Chabin Concepts, Inc., has been providing economic development and marketing consulting services since 1989. The firm has extensive experience in community assessment, development of strategic initiatives, industry targeting, community marketing, and program design. Chabin listed in its proposal relevant experience section projects for Oregon's Business Development Department.

Staff contacted Chabin Concepts' references: Frisco, Texas EDC; Victorville, California EDA; Saginaw Michigan EDC; and Oregon Business Development Department. The references received services in a wide range of economic development areas. All four references reported that they had a very positive experience with Chabin's approach to their specific challenges. The references were unanimous that Chabin had the technical skills and extensive knowledge of economic development strategy in all areas.

In conclusion, staff recommends the award of a contract to Chabin Concepts, Inc., for services related to the Target Industry Identification/Opportunities Analysis. Funding for the additional \$33,296 appropriation is available from the General Fund's Contingency Account and would be established through the attached Transfer Resolution.

RESOLUTION NO. 4011

A RESOLUTION APPROVING TRANSFER OF  
APPROPRIATION WITHIN THE GENERAL FUND  
OF THE CITY DURING THE FY 2009-10 BUDGET  
YEAR AND APPROVING THE APPROPRIATIONS  
FOR THE FUND

**WHEREAS**, the City Council reviews and approves the annual budget; and,

**WHEREAS**, during the year the Council must authorize the transfers of appropriations from one category of a fund to another fund or from categories within a fund; and,

**WHEREAS**, an additional appropriation of \$33,296 is needed in the Materials and Services Category of the General Fund for the Target Industry Identification and Opportunities Analysis contract award, and the expenditure appropriation is available in the Contingency Category of the fund; now therefore,

**BE IT RESOLVED BY THE COUNCIL OF THE CITY OF BEAVERTON, OREGON:**

Section 1. The Finance Director is hereby authorized and instructed to transfer the following appropriations:

- \$33,296 out of the Contingency Category of the General into the Materials and Services Category as indicated below:

Materials and Services	001-10-0654-511	\$33,296
Contingency	001-13-0003-991	<\$33,296>

Adopted by the Council this \_\_\_\_\_ day of \_\_\_\_\_, 2010.

Approved by the Mayor this \_\_\_\_\_ day of \_\_\_\_\_, 2010.

Ayes: \_\_\_\_\_

Nays: \_\_\_\_\_

ATTEST:

APPROVED:

\_\_\_\_\_  
Sue Nelson, City Recorder

\_\_\_\_\_  
Denny Doyle, Mayor

# EVALUATION MATRIX

EXHIBIT 2

Target Industry Identification/Opportunities Analysis  
Solicitation #: 2362-10B

Respondents	Budget	Expenses	Site Selector	Plan Implement	Rob	Andrea	Liz	Junichi	Aggregate Score	Comments
Chabin Concepts	\$73,286	Included	x	x	64	61	62	48	235	
Angelou Economics	\$85,000	Additional	x	x	61	61	60	49	231	
TIP Strategies	\$74,500	\$8,563		x	52	49.5	50	47	198.5	\$83,063
Moran, Stahl & Boyer	\$85,225	Included	x		51	49.25	50	44	194.25	
Wadley-Dorovan Group	\$88,868	Included	x		48	49.5	48	45	190.5	
Ernest Lorraine Associates	\$54,600	Included	x	\$28,000	53	51	41	41	186	\$83,107
Economic Development Strategies (EDST)	\$80,151	Included			44	37	45	44	170	
Applied Development Economics	\$161,131	Included			30	45	48	47	170	
ETG (Economic Transformation Group)	\$117,140	Included			37	45.5	36	44	162.5	
E.D. Hovee & Co.	\$48,525				40	43.5	39	36	158.5	
ECONorthwest	\$46,295	Included			27	45.5	49	36	157.5	
AECOM	\$65,900	Included			40	43	32	40	155	
GSP Consulting	\$99,535	Included			35	44	34	42	155	
FCS Group	\$39,780	Included			35	41	39	38	153	
Johnson REID	\$75,685	Included			35	39.5	40	34	148.5	
Average Budget Amount \$74,822										

## EVALUATION MATRIX

**Target Industry Identification/Opportunities Analysis**  
**Solicitation #: 2362-10B**

Revised 02/19/2010

[illegible]

